apricot

1986
MARKETING
AND DISTRIBUTION
STRATEGY

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Dear Colleague,

I am delighted to enclose your copy of the Apricot Marketing and
Distribution Strategy for 1986. It will give you vital
information about our product and distribution plans for the
coming 12 months. Also enclosed is our new Dealer Price List
which takes effect from December 1st, 1985.

You will find, when you examine these documents, that we have
made many significant changes of policy in response to your
demands and needs. I won't go into detail in this letter, but
will just highlight some of the major points.

* With effect from December 1st 1985, the Apricot range will
  consist of just seven machines. An upgraded Apricot F1,the
  F2 and F10; the PC/Xi range is reduced to one twin floppy
  and one Winchester disk machine; there will be the floppy
  disk and hard disk versions of Apricot XEN and just one 20
  megabyte file server.

* A single discount category, not less than, and sometimes
  higher than the old Category 1 discounts, will apply to all
  the above systems, starting at 30% for orders between 1 and
  4 systems and rising to 40% for large orders of 100 or more.

* With effect from 1st December all deliveries will be free.

* A reduction in our channels of distribution will concentrate
  sales through our dealer network and ComputerWorld stores.

* We have simplified our pricing, discount and ordering system
  to enable dealers to attain higher discounts within product
  categories.

* And, finally, to get our "new look" Apricot off to a good
  start we will be holding a special promotion during December
  which will entitle you to a free Apricot if you order 10 or
  more systems.

Like many other high technology companies, Apricot has had its
share of the industry's problems during the first half of this
year - a fact which has been widely reported in the press.

We have taken major steps to strengthen our position, cut down on
overheads, and rationalise our product range. These steps have
not been taken lightly and have been costly in terms of stock
write-offs and job losses.

However, Apricot, in partnership with its dealers, is now in a stronger position than ever before to win back the major share of the UK business PC market.
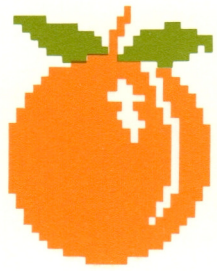
On another matter, some of you will have read reports recently that Apricot is going IBM compatible. What we believe **is** true is that, during 1986, IBM will be moving towards Apricot compatibility with the introduction of one, or more, PCs using 3.5" disks. It has been leaked in the Financial Times this week, that Apricot Inc., in the States, has demonstrated a new product called Softclone, running on XEN. This product has been specifically developed for Apricot and, potentially provides IBM software compatibility. In-depth field trials are currently taking place, and if successful Softclone will be made available in this country.

I am sure that, once you have read the enclosed report you will agree that Apricot has laid the foundations for a very succesful future.

I am determined, more than ever, that Apricot wins back the lion's share of the UK market for business PCs. You can help us achieve that goal and, in getting there, generate a new level of sales and profitability for your company.

Yours sincerely,
for APRICOT COMPUTERS PLC

R. K. FOSTER
Group Chief Executive

apricot

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CONTENTS

1. INTRODUCTION

This document gives a detailed breakdown of Apricot's product, distribution and marketing strategy for 1986.

The strategy has a single objective - to make Apricot an easier company to deal with and our dealers more profitable. It has been drawn up against a background of two fundamental decisions:

* The Company will remain totally committed to its independent re-sellers

* Apricot's products and services will be re-positioned to take advantage of the greater opportunities in the higher value sectors of the market.

1.1. MARKET BACKGROUND

Research has identified several key factors which point the way for the PC industry over the next five years.

* 1985 has seen growth in the business PC market slow from the phenomenal 100% pa of the past three years to around 30-35%. Forecasts show that this more manageable rate of growth will continue into the 1990s.

* The current user base of 500,000 professional PCs in the UK will have increased to 2.5 million by 1990. At present only 11% of the 1.4 million business establishments in the country have installed one or more micros. This is as low as 3% among small businesses and as high as 95% in large businesses. These figures represent an average of one micro for every 40 of the working population. However, by 1990 that penetration is expected to increase substantially to one in eight.

* By 1990, 34% of all units installed will be multi-user systems - and in value terms this will represent over 50% of the market.

* The independent reseller, the dealer, has consistently accounted for almost 80% of business PC sales in the UK, Europe and in the United States. There is every indication that dealers will continue to hold this substantial share of PC sales, in spite of the efforts of some manufacturers' direct sales forces.

These statistics clearly show a healthy future for the PC industry and the independent dealer; a future of steady growth and massive sales potential.

Against this background, though, should be set the current trends in product development and distribution. At the lower end of the market, volume manufacturers, previously more closely associated with home computing, are beginning to achieve penetration among small, first-time business users. Offering non-industry standard, but highly packaged, low costs systems, these manufacturers are seriously threatening an area which was once the stronghold of the independent PC dealer. These systems, because of their limited functionality and expandability demand little in terms of support. Consequently they are creating an ideal gateway into the business PC market for the High Street multiples and other box-shifters. Computer dealers will find it increasingly difficult to remain profitable in the face of this competition.

They will succeed, though, where they can demonstrate to the small business sector that investment in an industry-standard system will provide them with a low-cost starting point for computerisation - offering the potential for future expansion without machine redundancy.

At the higher end of the market, prospects are exceedingly good. Serious business microcomputers, like the Apricot range, have grown in sophistication and capability - and so have the expectations of their users. Systems based on the MS-DOS standard can now offer a serious alternative to more traditional mini-based multi-user systems, at a fraction of the cost.

Apricot is convinced that, in partnership with its dealers, it can maintain and increase its market share during 1986. However, change has been essential to enable the company to maximise its resources and to enable its resellers to remain profitable.

The following action has been taken:

* the company's internal distrbution, support and commercial functions have been centralised to improve service.

* the product range has been rationalised from 13 products to seven, with greater emphasis on higher value systems.

* the distribution network has been restructured.

* the discount structure has been revised to significantly improve margins for those resellers trading regularly with Apricot.

1.2. TARGET MARKETS

The UK market for business pc's is split into three sections of approximately equal size.

1. Small to Medium Sized Business
2. Government and Education
3. Major Accounts

Apricot will concentrate its marketing and sales on the first two of these markets. Apricot has historically been strong and indeed is the pre-eminent supplier to small businesses. The price/performance of our products, the available software and our distribution network all combine to give us a significant sales advantage.

Government and Education have proven to be good hunting grounds for Apricot with our products consistently featuring high in the CCTA lists and 35 Universities and many more Polytechnics and Colleges entering into Purchasing Agreements. This sector's preference for "buying British" must be seen as a major advantage for Apricot.

In the area of Major Accounts, Apricot will work closely with our dealers to solicit and secure business. 80% of sales within this market are still made by dealers rather than manufacturers' direct sales forces and Apricot is determined to provide dealers with full support to maximise the potential.

2. THE COMPANY

In line with the objective of making the company easier to deal with, Apricot has been reorganised to improve communications, service and profit opportunities.

2.1. COMMUNICATIONS

In such a volatile and fast changing industry, good communications are essential. Four key elements will help to ensure that dealers, end users and staff have constant access to the latest information regarding products, pricing, availability and policy.

* A monthly news bulletin and dealer price list covering news, information and prices on all Apricot products will be sent to all dealers on the first of the month.

* An Apricot Viewdata network will be established by January 1st which will be accessible by all dealers and containing up-to-the-minute news on products and prices as well as information on stock levels.

* A restructured and expanded sales organisation of over 50 people to enable regular face-to-face contact between dealers and Apricot sales staff.

* A Customer Service group has already been established responsible for a Help Desk and for resolving dealers and end-user problems and complaints.

2.2. SERVICE

An integrated part of the new strategy is a commitment to service in 6 key areas - technical support, commercial, deliveries, sales, marketing and training.

2.2.1. Technical Support

Apricot has drawn on the substantial resources in its research and development and internal product support groups to form two new support teams in Birmingham and Bristol.

The main team of 30 senior experts responsible for hardware and development software will be based in Birmingham with a brief to provide rapid and accurate assistance to dealers. They will be supported by field support teams capable of providing technical assistance on-site, particularly in the implementation of major systems. The principal support group for applications and communications software will be concentrated at Bristol.

Both groups will maintain close links with Apricot's research and development and maintenance teams to ensure that advice and assistance is kept constantly up to date.

2.2.2. Commercial

As a broad-based supplier of microcomputers and retail products, Apricot has historically maintained each product area as separate profit centres. While this has served to focus attention internally it has made life complicated for customers.

In 1986 Apricot will have centralised all its commercial operations providing dealers with a single point for all orders for hardware, software, peripherals and supplies; a single point for all queries on availability and a single source of invoices.

This centralisation of accounting will also enable Apricot to provide a much simpler pricing and discount structure,details of which are attached to this report.

2.2.3. Deliveries

The key to successful distribution is to maintain a system which can meet the changing product demands of the network and which does not rely on heavy stockholding in the distribution chain.

To match the centralisation of Apricot's commercial and accounting activities, a major investment has been made in expanded central warehousing which will form the centre for despatch of all Apricot products from micros to printer ribbons. Linked to the powerful computerised order processing system, the warehouse will be capable of same-day despatch on all items in stock.

With effect from 2nd December 1985, all deliveries will be free of charge - a facility that we know you have been demanding for some time.

2.2.4. Sales

The role of Apricot's sales force is to sell and support Apricot products through the distribution channels.

As part of Apricot's commitment to improve service at all levels, the company's sales force has been restructured and expanded to support the channels of distribution detailed in section 4 of this document.

Two sales areas covering the North and South will each consist of a director with a team of regional managers, each supported by account managers and account executives.

This structure will ensure that sales staff can work closely with dealers and that they can be visited regularly - to discuss product announcements, business opportunities and establish local market conditions.

The two sales teams will each be backed by regional sales support units in London and Birmingham who will provide telephone and field sales support for dealers as well as support for special promotions and events such as regional or national exhibitions.

There will be specific areas of the market where Apricot will continue to spearhead sales - namely in the Education and Government sectors. Both these areas demand the close involvement of a manufacturer, a role Apricot has already adopted with the formation of a Government and Education Division. This division will continue to sell Apricot into these important sectors involving selected dealers who will retain margins as indicated in section 4.6 of this report. Formal purchasing schemes and agreements have already been formulated with Central Government and with many Universities and Polytechnics.

2.2.5. Marketing

Aggressive marketing has been a hallmark of the Apricot name, a policy which took us to second position in the British market.

However, in the past 12 months the general "noise level" of advertising in the industry has risen to phenomenal heights. Apricot's policy is to concentrate marketing effort at street level while maintaining a strong and regular presence in national and trade media.

Apricot has consistently maintained a strong presence in the editorial columns of the Press and its PR activities will continue with particular emphasis on applications stories produced in conjunction with dealers.

Marketing resources have again been centralised with a team dedicated to giving advice to dealers. In addition a major investment is taking place in point-of-sale materials including showroom displays. Apricot will continue to run the highly successful event-orientated local promotions geared to building store traffic and sales. Co-operative advertising schemes will be used tactically for specific promotions throughout the year, and regional sales teams will continue to encourage and support customer seminars and open days.

2.2.6. Training

Training courses for dealers and end-users will form an increasingly important part of Apricot's strategy for 1986.

The Apricot Training Centre already runs over 50 courses each month in covering all aspects of the Apricot range of microcomputers and software.

The reorganisation of the distribution policy will involve mandatory dealer training on certain hardware and software products.

2.3 PROFIT OPPORTUNITIES

Central to Apricot's objectives in its strategy for 1986 has been the aim to create an environment in which dealers can develop profitable business. Improved communications and service will both contribute to profitability by ensuring dealers are aware of new developments and new products. Prompt support and deliveries will ensure the dealer, in his turn, can service customers efficiently.

Three other factors will help to ensure that an Apricot dealership, of whatever status, can generate profitable business.

Every sale of a business PC is capable of producing two or three times its original value over a two year period. Each installation has the potential for the sale of training, implementation, software, peripherals, supplies, maintenance etc. As a total computing company for 20 years, Apricot is better positioned than most suppliers to meet all the dealer's needs from a single source.

Secondly, the anticipated market shift towards multi-application and multi-user installations, will demand that re-sellers are not only capable of supplying networking equipment and software, but also that they are capable of implementing and supporting potentially complex systems. The Apricot range, already established as the leading PC network product in the UK, is being further developed to maximise the opportunities for dealers, while the structure to provide dealers with training and installation support is also being strengthened.

Finally Apricot, in the key market sectors of Government and Education sales will be providing selected dealers with valuable new sales opportunities. Already major buying agreements have been negotiated with these sectors and Apricot will continue to increase its penetration of these markets.

In product terms Apricot is ideally positioned to substantially increase its share of the UK marketplace. However, the company's aggressive product development strategy over the past two years has resulted in a range of hardware which has become too complex and confusing. The Apricot range has been rationalised from some 13 machines to just seven, and more emphasis will be placed on higher value systems, reflecting Apricot's intention to move up-market. This will match two of our objectives for dealers of improved margins and easing inventory problems.

3.1. APRICOT COLLECTION

For 1986 the Apricot Collection will consist of just three products, all featuring GEM, the Apricot mouse, colour and 512k RAM as standard. The Collection will start with the Apricot F1 which is being upgraded from its current 256k RAM/Activity configuration to a 512k, GEM-based machine. The Apricot Fle and FP will cease production in January. The Collection will also consist of the Apricot F2 and F10.

This range is clearly the price/performance offering from Apricot, using full colour and able to compete aggressively with the Macintosh and other low-cost microcomputers, yet retaining the standards of Intel and Microsoft. Combined with their ability to create a low-cost network, the Collection will provide the ideal solution for small to medium sized business requiring new systems at aggressive prices or those seeking to replace 8-bit systems installed three to five years ago

3.2. APRICOT Xi

The Apricot PC/Xi's have been the mainstay of the Apricot range since their introduction two years ago. Both these products will continue to play a major role, but will be re-named the Apricot Xi FD (floppy disk) and Apricot Xi HD (hard disk) respectively. Their specifications will be enhanced by increasing standard memory to 512k RAM. The single-sided PC and 20 megabyte versions of the Xi will be discontinued.

The greater expandibility, speed, high resolution display and enhanced features of the Apricot Xi's will enable them to command a higher price in the marketplace, offering superior performance, styling and portability above and beyond their competitors from IBM and the clone manufacturers.

With a software base of well over 2,000 packages including all the big names, and their ability with the Apricot file servers to form networks of up to 60 workstations with up to 1000 Mbytes of storage, the Apricot Xi range will be a key player in the medium sized business market as well as in specialist vertical market areas and in major accounts, Government and Education.

With an installed base of over 50,000, the Apricot Xi will continue to play a major role in Apricot's future product plans.

3.3. APRICOT XEN

The two basic models in this range, the Apricot XEN FD and HD form the basis for the development of extremely powerful computing systems, combining all the advantages of the processing power of the Intel 80286 chip with the expandability of the XEN itself. The ability of XEN to address IBM add-on boards, to bring together the technologies of computing and telecommunications, to host a powerful Xenix-based multi-user system and more, will ensure that it meets the key buying criteria of major organisations. But through its extremely competitive price, XEN will also have a major role to play in many other volume market sectors.

Even though Apricot XEN's performance comfortably exceeds the IBM PC/AT by as much as 60%, its pricing pitches it against systems such as the IBM PC and XT. XEN's superior memory, disk capacity, speed and ergonomics set it in a class of its own in the mass business pc market.

In spite of its aggressive pricing, XEN maintains good margins for dealers, the expandability of the system offering many opportunities for added value. Although XEN will be limited to distribution by selected dealers who meet stringent requirements on training and support facilities, new dealers, who can demonstrate this commitment will also be appointed.

3.4. APRICOT NETWORK

Apricot Networks will be the single most important product area during 1986. Already dealers have installed over 1000 networks throughout the UK with some 4000 workstations. The network uses the Microsoft standard, MS-NET (adopted by IBM for its PC-NET) and will accept IBM PC/XT/AT or clones using the standard Omninet card from Corvus. During 1986 Apricot will be announcing systems to enable Apricots to be used on the recently announced IBM "token ring" network and to establish gateways between Apricot Networks and the "token ring", mainframe systems and telecommunications links. The substantial cost advantages of MS-NET-based systems over the token ring (typical connection costs

are 25% of the token ring) will ensure the two systems can co-
exist long term.

Apricot Networks are, therefore, already well established, highly
profitable, will have full connectibility with IBM and will
provide dealers with the opportunity to win business in areas
previously the stronghold of the major mini and mainframe
manufacturers.

Only the Apricot 32/20 File Server will be available with the
MX80 add-on 80 megabyte drive. The 32/10 and 32/10F files servers
will be discontinued.

3.5. APRICOT SOFTWARE

Apricot has been closely involved with the development and
distribution of software since its inception in 1965 when it sold
its Compay system to ICL. Subsequently the company became the
largest distributor of 8-bit software for the Commodore Pet and,
with the introduction of the ACT Sirius 1 in 1981, moved into the
distribution of 16-bit business software. In 1984 the software
division, Pulsar, was merged with the UK hardware distribution
company.

Today Apricot distributes a wide range of application and
development software exclusively for the Apricot range of micros.
During the past 12 months the company has signed strategic
agreements with all the world's leading software houses to ensure
early implementation of Apricot versions. As well as all the big
names like Lotus, Micropro, Ashton Tate, Microsoft, Digital
Research, SPI, Psion, Compsoft, Grafox, Innovative Software and
Software Publishing, Apricot also distributes its own accounting
software, Apricot Accountant, as well as its communications
products, Apricot Communique and Apricot Viewdata.

During 1986 Apricot will be strengthening its software
distribution with the introduction of aggressive pricing and in-
store stocking schemes. The list of over 2,000 third party
software products is being expanded with special emphasis on
network software.

The overall aim is, again, to provide dealers with a single
source of supply.

3.6. PERIPHERALS AND SUPPLIES

The sale of peripherals and supplies often provides a dealership
with a regular source of income from its customers. The Apricot
Office Products Centre distributes a wide range of products from
leading printers and plotters, memory expansion systems, disks,
computer furniture and many consumables.

4. <u>DISTRIBUTION</u>

The PC dealer has seen a great deal of change since he first set up business as long as 10 years ago. From those early days of the Apple and Pet, the nature of the market has changed rapidly and dramatically. Today, out of some 3,000 business PC outlets in the UK, well over 1000 specialise in specific vertical market sectors. Of the rest, less than 1,000 can be described as truly business orientated with all the skills and facilities necessary to sell sophisticated hardware/software solutions - provide the training and give ongoing support. Traditionally it has been this latter group which has formed the backbone of Apricot's own dealer network, and it is in this area that Apricot's dealers have been most successful.

The vertical market specialists, many of them software houses in their own right, also have a key role to play. Of all the factors which have influenced the purchase of Apricots, the existence of a massive library of vertical market software products, has been one of the most important.

In addition there are a large number of dealers who meet the demand for low-cost standard solutions. These, too, have a role to play in Apricot's distribution strategy.

Recognising the differing needs of these distribution channels, Apricot has developed a distribution strategy to match. And within that strategy it has created new market opportunities in the Government and Education sectors and the potential for increased profitability.

To reaffirm its commitment to the independent dealer, **Apricot has taken the fundamental decision to phase out the sales of its business personal computers via distributors and the major national retail multiples.** This significant move reflects Apricot's desire to ensure that all re-sellers of its products are capable of giving a high level of support to their customers.

Finally, Apricot has revised its discount strategy to provide a single level of discount for all dealers, with substantial additional volume discounts. Full details are given in the Apricot Dealer Price List, but, in brief, these are the key points:

* a minimum discount of 30%, rising to 40% applies to all Apricot microcomputers and file servers.

* products within any category, ie personal computers, monitors, software, printers, can be aggregated to achieve higher levels of discount

* all dealers will be given 30 days price protection on all products.

* there will be a single order form for all Apricot products.

* all deliveries will be free of charge.

All Apricot re-sellers will be given the generic status of Apricot Authorised Dealer. The support and commitment expected from all dealers is detailed below.

There are three further categories of re-seller; Apricot Business Centres, Apricot Specialist Dealers, AT ComputerWorlds. Authorised Dealers can qualify for an enhanced status provided they match the relevant qualities, criteria and commitment detailed.

4.1 APRICOT AUTHORISED DEALER

The standard form of Apricot dealership will be the Apricot Authorised Dealer, and into this sector will fall the small independent organisations, outlined above, who will typically sell standard packaged solutions, for example, a Collection machine with a word processing, database or spreadsheet package. Some vertical market specialists will also fall into this group.

Apricot Authorised Dealers will automatically be able to sell the Apricot Collection and Xi ranges.

4.1.1 Support for the Authorised Dealer

Apricot Authorised Dealers will automatically be able to sell the Apricot Collection and Xi ranges.

All Apricot Authorised Dealers will be entitled to the following benefits:

* access to the Apricot support hotlines for hardware and software queries.

* free subscription to a monthly technical bulletin.

* free Apricot Technical Reference Manual.

* free staff training on introductory microcomputing course

* free marketing assistance and advice

* free dealer marketing starter pack consisting of:-

    - literature
    - point-of-sale material
    - advertising materials

4.1.2 Commitment from the Authorised Dealer

In order to retain Authorised Dealer status, certain standards must be maintained:

* sales quota - a minimum spend of £15,000 per quarter.

* the display of at least one Apricot computer system, at all times.

* an adequate knowledge of any Apricot products sold must be maintained at all times.

* the dealer must be capable of providing support for all systems sold.

* the good name and corporate style of Apricot must be observed in all advertising and promotional materials.

* adherence to the terms and conditions of the Apricot Authorised Dealer contract.

4.2 APRICOT BUSINESS CENTRE

Apricot Business Centres will form the main thrust of Apricot's distribution strategy - a carefully selected group of larger dealers, including the AT Computerworld stores, **who will automatically be allowed to handle all Apricot Products** and who have the ability to install and provide training and support on all Apricot hardware and software products including Apricot XEN and network systems.

One of the key criteria for an Apricot Business Centre is that it should have substantial business premises including showroom and training facilities. In addition to the standard terms of the Authorised Dealer agreement, Apricot Business Centres are required to maintain a permanent display representative of the complete range of Apricot products; to have the ability to demonstrate, at any time, any Apricot system and any of the leading software applications distributed by Apricot; be capable of installing and supporting any Apricot system, from single-user to networks, and to provide comprehensive in-house or on-site training; to ensure that all current support staff have attended the Apricot Networks training course; be capable of selling, installing and supporting the Apricot range in corporate and major accounts.

In return for these commitments, Apricot Business Centres will receive additional support. All corporate and major account, Government and education business identified by Apricot will be handled by Apricot Business Centres; a senior Apricot account

manager will be appointed to assist in business planning and coordination with Apricot; free staff training will be provided on all new Apricot products; the Apricot Business Centre will have access to on-site technical support for major installations; they will be provided with free in-store point of sale stands and will receive all sales leads generated by Apricot's main promotional activities.

4.3. APRICOT SPECIALIST DEALERS

This group of Apricot Authorised Dealers consists principally of smaller dealers who have agreed to **major on the Apricot range of products** but do not necessarily have showroom facilities or large support/training resources. Only those who have demonstrated that they have the appropriate skills and facilities for training and support and who attend relevant training courses will be able to sell Apricot XEN and Apricot Networks. In return for a commitment to major on Apricot products, and to maintain support facilities adequate for their level of business, these dealers qualify for the same level of support as Authorised Dealers and abide by the same terms of agreement.

4.4 AT COMPUTERWORLD

AT ComputerWorld is a joint venture Company of Apricot and Tandy Corporation and has its own corporate identity and distinctive national image.

The ComputerWorld outlets, over half of which are franchised operations, automatically qualify as Apricot Business Centres and have a considerable contractual commitment and dedication to the Apricot product range that is unique within Apricot's marketing and distribution network.

AT ComputerWorlds are seen to be a valuable asset to all other Apricot re-sellers by;

1. Providing a higher visibility at street level of Apricot products

2. Establishing stable street-level pricing of Apricot products.

ComputerWorlds provide a total solution, and have the capability to install and provide full training and support on all Apricot hardware and software products, without exception.

As Apricot Business Centres, ComputerWorld outlets are entitled to all the benefits described above. In addition a dedicated team within AT ComputerWorld Head Office, provides the following support:

* ComputerWorld specific advertising and promotions

* ComputerWorld specific point of sale/display material

* Support from ComputerWorld's Regional and Head Office Sales Management

* For franchised outlets, access to commercial and financial guidance and expert assistance where necessary

* Participation in monthly promotional programmes

* Central Marketing and Sales Support Services

* All sales leads generated by ComputerWorld's own advertising programme

* Sales Training at various key levels

* Exclusivity of Area - only one ComputerWorld is appointed to a geographical Area except in major cities

* Store Premises fitted out to ComputerWorld standards by AT ComputerWorld

* Regular consultation between franchisees and senior management

As recognised Apricot Business Centres, ComputerWorld outlets must commit to the terms outlined above and in addition all franchisees must comply with the AT ComputerWorld franchise agreement,

4.5 INDEPENDENT SOFTWARE VENDORS

Apricot's commitment to the MS-DOS standard and to maintaining an "open architecture" in all its PCs has helped in the development of a very wide range of software products.

Currently the list of third party software products for the Apricot range stands at 2,300 from nearly 900 independent software houses. Details are published in the Apricot Gold A-Z catalogue.

The Independent Software Vendor will continue to play an important role in Apricot's plans for the future, re-inforcing the brand's strength in the small to medium sized business sector where vertical market solutions are most widely used.

Apricot will provide support in two main areas - development and distribution.

4.5.1 Development

Many ISVs are small concerns with limited resources for development. Apricot has, therefore, put together a package of support to enable any individual or organisation who has produced a viable software solution, to develop it on the Apricot range.

The support package includes access to a team of senior technical advisors and to development level information and software. It includes preferential buying rates on Apricot products, regular technical bulletins and the availability of all the facilities needed for porting software onto the Apricot range or between models within the range.

4.5.2 Distribution

The Apricot dealer network provides an ideal outlet for ISVs, but relies on the dealers knowing what is available, and from whom. Apricot already publishes and distributes comprehensive listings of independent software products which are provided to all dealers. This information will be available via the Dealer Viewdata system. In addition product information, subject to approval, can be included with regular dealer mailings for a nominal charge. ISV's are also given the opportunity to demonstrate their products to the Apricot Dealer Network at the regular Software SuperForums.

4.6 GOVERNMENT AND EDUCATION

Education is one of the fastest growing markets for personal computers, particularly in higher education where the Government is positively encouraging increased investment in "information technology".

The Government itself is committed to IT - potentially the largest single market sector in the UK.

Add to this desire to invest in microcomputers, a strong predilection for buying British and the scale of opportunity for the Apricot dealer is clear.

In order to ensure that Apricot's approach to these markets is professional and coordinated, a specialist Government and Education Division has been set up. This division, at the request of advisory bodies from both sectors, will liaise directly and, in common with other major computer manufacturers, will offer special discounts.

Although Apricot will in some cases effectively be supplying direct, the Apricot dealer will have a vital and integral role to play with opportunities for substantial new business.

Sales to both these sectors will take one of two routes. Where requested, the Apricot Education and Government Division will deal direct and will involve a selected dealer (chosen for geographical or speciality reasons) in the installation and implementation of the system. The dealer will receive commission equivalent to 10% of the RRP on the sale and be able to supply third party products and other services as necessary.

Where the order is placed through an Apricot dealer, the special education and government prices will apply and the dealer will be given top-rate discounts, equivalent to the highest level volume discounts quoted in the standard Apricot Dealer Price List.

The Government and Education sectors are defined as follows:

* Government - all departments within Central Government as detailed in the published Civil List and the UK Political Parties.

* Education - the following organisations are eligible to deal directly with Apricot subject to the signing of purchase agreements: universities and higher education establishments such as polytechnics and technical institutions offering degree courses.

All commercial organisations involved in education or training for monetary gain are excluded from the scheme.

4.7. MAJOR ACCOUNTS SUPPORT SCHEME (MASS).

The growing power, sophistication and capability of the business micro is now opening up many sales opportunities in major corporations - so long the stronghold of the large mini and mainframe manufacturers.

Apricot, with great strength in its networking systems, in mainframe communciations and with Apricot XEN, is now well placed to maximise those opportunities through its dealers.

Rather than take a direct sales approach, Apricot has formulated a Major Account Support Scheme which will ensure that dealers can compete effectively with manufacturers' direct sales forces at tendering stage and can continue to provide the very high levels of support required.

A Major Account is defined as any organisation purchasing more than
100 Apricot personal computers during a 12 month period. Dealers
selling into these organisations will have access to the following
Major Account Support Scheme:

* Apricot will in conjunction with the dealers assist in
  sales presentations, technical evaluations and high level
  management meetings.

* special loan equipment can be made available for major
  projects.

* Major Users purchasing Apricot systems will be offered a
  free   30 day on-site maintenance service covering parts
  and labour.

* Apricot will assist a dealer to arrange nationwide
  installation and support and will offer service to complement
  the dealer's own capabilities, geographically.

* Apricot will provide assistance in developing training
  programmes.

* Apricot will provide, to those dealers working closely with
  Major Users, regular technical bulletins, which will include
  product update information, for distribution to existing and
  potential customers.
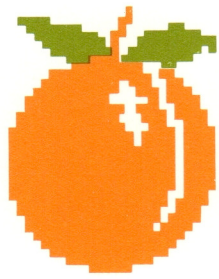
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DEALER
PRICE LIST

December 1985

apricot

CONTENTS

Any Dealer who orders ten Apricot personal computers during December will get an extra personal computer absolutely free – plus a 9″ or 12″ mono monitor.

With the exception of Apricot XEN, the free unit can be any personal computer of your choice.

To Qualify:

1. All products must be on a single order and scheduled for shipment in the month of December.

2. With the exception of file servers, PC orders must include an equivalent number of monitors.

3. Continuation stock may not be included.

4. Orders should be marked "Dealer Promotion" and returned to the Order Processing Department, Apricot UK Ltd.

Back a ten to one winner!

PERSONAL COMPUTERS – SAMPLE CONFIGURATIONS

Apricot F1 Entry Level Business System
£1,199
- ○ F1 with 512k RAM, one 720k double-sided disk drive
- ○ Cordless mouse
- ○ 9" Mono monitor
- ○ GEM Collection inc. GEM Desktop, GEM Write, GEM Paint, Utilities, MS-DOS 2.11, (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator

Apricot F2 Colour Business System
£1,894
- ○ F2 with 512k RAM, two 720k double-sided disk drives
- ○ Cordless mouse
- ○ 10" Colour monitor
- ○ GEM Collection inc. GEM Desktop, GEM Write, GEM Paint, Utilities, MS-DOS 2.11, (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator

Apricot F10 Business System
£2,549
- ○ F10 with 512k RAM, one 720k double-sided disk drive, one 10Mb hard disk
- ○ Cordless mouse
- ○ 12" Mono monitor
- ○ GEM Collection inc. GEM Desktop, GEM Write, GEM Paint, Utilities, MS-DOS 2.11, (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator

Apricot Xi FD Business System
£1,999
- ○ Xi-FD with 512k RAM, two 720k double-sided disk drives
- ○ 9" Mono monitor
- ○ Activity, Sketch, Diary, MS-DOS 2.11 (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator

Apricot Xi HD Business System
£3,049
- ○ Xi-HD with 512k RAM, one 720k double-sided disk drive, one 10Mb hard disk
- ○ 12" Mono monitor
- ○ Activity, Sketch, Diary, MS-DOS 2.11, (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator

Apricot XEN FD Business System
£2,494
- ○ XEN-FD with 512k RAM, two 720k double-sided disk drives
- ○ 12" High resolution mono green phosphor monitor
- ○ High resolution mono adaptor
- ○ MS Windows, MS Write, MS Paint, Applets, MS-DOS 3.11, GW Basic Interpreter, Async Comms, IBM Emulator

Apricot XEN FD Colour Business System
£2,789
- ○ XEN-FD with 512k RAM, two 720k double-sided disk drives
- ○ 12" Colour monitor – 640 x 200
- ○ Colour adaptor
- ○ MS Windows, MS Write, MS Paint, Applets, MS-DOS 3.11, GW Basic Interpreter, Async Comms, IBM Emulator

Apricot XEN HD Business System
£3,494
- ○ XEN-HD with 1Mb RAM, one 720k double-sided disk drive, one 20Mb hard disk
- ○ 12" High resolution mono green phosphor monitor
- ○ High resolution mono adaptor
- ○ MS Windows, MS Write, MS Paint, Applets, MS-DOS 3.11, GW Basic Interpreter, Async Comms, IBM Emulator

Apricot XEN HD Colour Business System
£3,789
- ○ XEN-HD with 1Mb RAM, one 720k double-sided disk drive, one 20Mb hard disk
- ○ 12" Colour monitor – 640 x 200
- ○ Colour adaptor
- ○ MS Windows, MS Write, MS Paint, Applets, MS-DOS 3.11, GW Basic Interpreter, Async Comms, IBM Emulator

Apricot Network Business System £6,982
- ○ 32/20 File Server with 512k RAM and one 20Mb hard disk
- ○ Two F1 personal computers with 512k RAM, one 720k double-sided disk drive, 9" mono monitor and cordless mouse
- ○ Network Boards and Tap Boxes
- ○ Network Cable
- ○ GEM Collection inc. GEM Desktop, GEM Write, GEM Paint, Utilities, MS-DOS 2.11, (run-time version inc. GSX graphics system extension), GW Basic Interpreter, Async Comms, IBM Emulator
- ○ Owners handbook, tutorial, network software and utilities

APRICOT COLLECTION

	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		PRODUCT CODE
		MARGIN (%) AND DEALER PRICE						
F1-512k RAM one 720k double-sided disk drive and Cordless Mouse	999.00	30	**699.30**	33	**669.33**	36	**639.36**	FC51202
F2-512k RAM two 720k double-sided disk drives and Cordless Mouse	1499.00	30	**1049.30**	33	**1004.33**	36	**959.36**	FS51204
F10-512k RAM one 720k double-sided disk drive, 10Mb hard disk and Cordless Mouse	2299.00	30	**1609.30**	33	**1540.33**	36	**1471.36**	FX51210

MONITORS

	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		PRODUCT CODE
		MARGIN (%) AND DEALER PRICE						
9″ Mono	200.00	30	**140.00**	33	**134.00**	36	**128.00**	FM00009T
12″ Mono	250.00	30	**175.00**	33	**167.50**	36	**160.00**	FM00012T
10″ Colour	395.00	20	**316.00**	23	**304.15**	26	**292.30**	CM00010S

EXPANSION OPTIONS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
8087 Maths Co-Processor Kit	245.00	30	171.50	AB80870
256k RAM Board	195.00	30	136.50	AB25600
512k RAM Board	295.00	30	206.50	AB51200
MX10 External 10Mb hard disk for F1, F2	995.00	30	**696.50**	MX00010FS
TV Adaptor kit	30.00	30	**21.00**	AA00002

INCLUSIVE SOFTWARE

GEM Collection, inc. GEM Desk-top, GEM Write, GEM Paint, Utilities, MS-DOS 2.11, (run time version inc. GSX graphics system extension) GW Basic Interpreter, Async Comms, IBM Emulator.

Apricot F2

Apricot F10
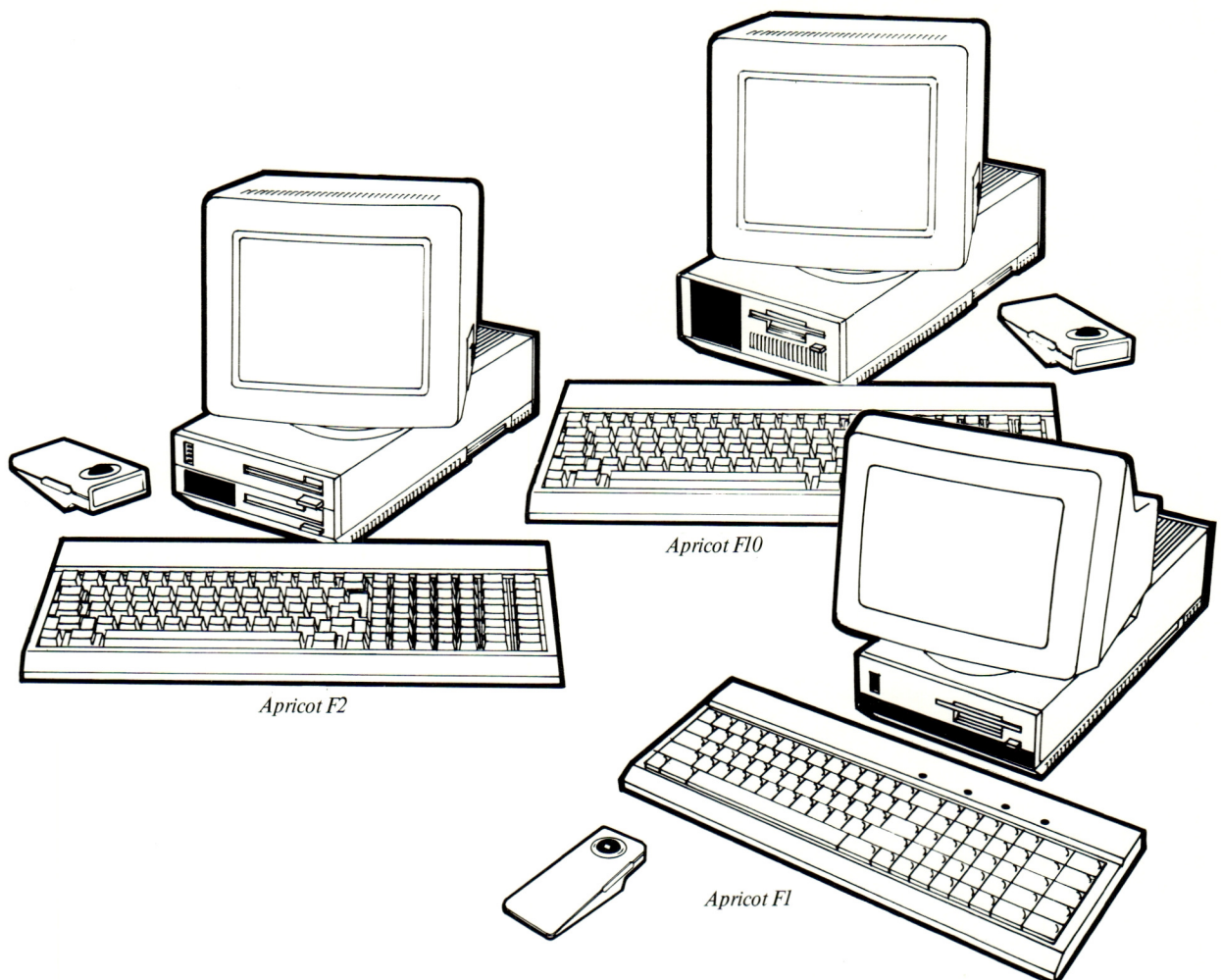
Apricot F1

PERSONAL COMPUTERS

APRICOT Xi

| | | MARGIN (%) AND DEALER PRICE | | | | | | PRODUCT CODE |
	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		
Xi FD – 512k RAM, two 720K double-sided disk drives	1799.00	30	**1259.30**	33	**1205.33**	36	**1151.36**	AC51204
Xi HD – 512k RAM, one 720k double-sided disk drive, one 10Mb hard disk	2799.00	30	**1959.30**	33	**1875.33**	36	**1791.36**	AX51210

MONITORS

| | | MARGIN (%) AND DEALER PRICE | | | | | | PRODUCT CODE |
	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		
9″ Mono – White	200.00	30	140.00	33	134.00	36	**128.00**	AM00010S
Black	200.00	30	140.00	33	134.00	36	**128.00**	AM00020B
12″ Mono – White	250.00	30	175.00	33	167.50	36	**160.00**	AM00030S
Black	250.00	30	175.00	33	167.50	36	**160.00**	AM00040B
10″ Colour – White	395.00	20	316.00	23	304.15	26	**292.30**	CM00010S
Black	395.00	20	316.00	23	304.15	26	**292.30**	CM00010B

EXPANSION OPTIONS

| | | MARGIN (%) AND DEALER PRICE ANY QUANTITY | | PRODUCT CODE |
	RRP			
8087 Maths Co-Processor Kit	245.00	30	171.50	AB80870
256k RAM Board	195.00	30	136.50	AB25600
512k RAM Board	295.00	30	206.50	AB51200
MX10 External 10Mb hard disk for Xi-FD	995.00	30	**696.50**	MX00010FS
Mouse with Cable - White	95.00	25	71.25	AA0004S
Black	95.00	25	71.25	AA0004B

INCLUSIVE SOFTWARE

Activity, Sketch, Diary, MS-DOS, 2.11 (run-time version inc. GSX graphics system extension) GW Basic Interpreter, Async Comms, IBM Emulator.

Apricot Xi FD

Apricot Xi HD

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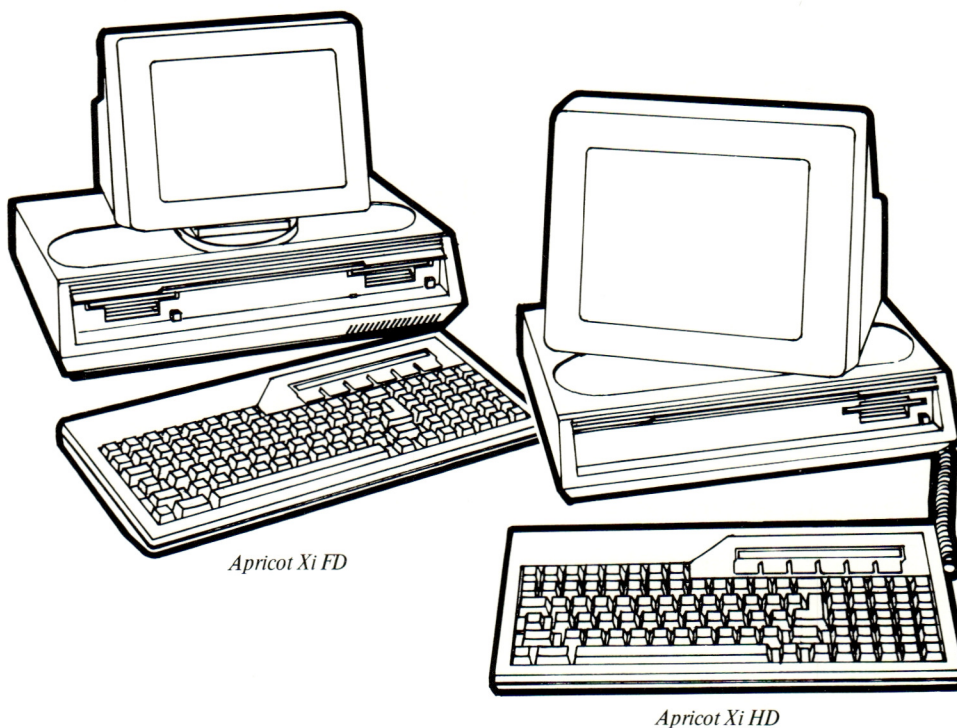
apricot

PERSONAL COMPUTERS

APRICOT XEN

	RRP	MARGIN (%) AND DEALER PRICE						PRODUCT CODE
		LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		
XEN FD – 512k RAM two 720k double-sided disk drives	2099.00	30	1469.30	33	1406.33	36	1343.36	XN51204
XEN HD – 1Mb RAM, one 720k double-sided disk drive, one 20Mb hard disk	3099.00	30	2169.30	33	2076.33	36	1983.36	XN10020

MONITORS AND ADAPTORS

	RRP	MARGIN (%) AND DEALER PRICE						PRODUCT CODE
		LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		
12" Hi-res mono green phosphor 800 x 400	250.00	30	175.00	33	167.50	36	160.00	XM00012GP
Hi-res mono adaptor green phosphor	145.00	30	101.50	33	97.15	36	92.80	XB00001HG
12" Hi-res mono paper-white 800 x 400	395.00	30	276.50	33	264.65	36	252.80	XM00012PW
Hi-res mono adaptor paper white	145.00	30	101.50	33	97.15	36	92.80	XB00001HP
12" Mid-res colour 640 x 200	495.00	20	396.00	23	381.15	26	366.30	XM00012CM
Mid-res colour adaptor	195.00	30	136.50	33	130.65	36	124.80	XB00002CM
12" Hi-res colour 640 x 350	695.00	20	556.00	23	535.15	26	514.30	XM00012CH
Hi-res colour adaptor	295.00	30	206.50	33	197.65	36	188.80	XB00003CH

EXPANSION OPTIONS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
256k RAM Board	195.00	30	136.50	AB25600
512k RAM Board	295.00	30	206.50	AB51200
20Mb Internal hard disk	995.00	30	696.50	XU00020
XP IBM Compatible Expansion Box	195.00	30	136.50	XP00001
Apricot External 5.25" Floppy Drive	295.00	30	206.50	XD00002
XEN -COM Pack, incl. telephone, modem and software	395.00	30	276.50	XB00010
Mouse with cable	95.00	30	66.50	AA0004S

INCLUSIVE SOFTWARE

MS Windows, MS Write, MS Paint, Applets, MS-DOS 3.11, GW-Basic Interpreter, Async Comms, IBM Emulator.

Apricot XP   *Apricot XEN HD*

Apricot 5.25" floppy drive

Apricot XEN FD
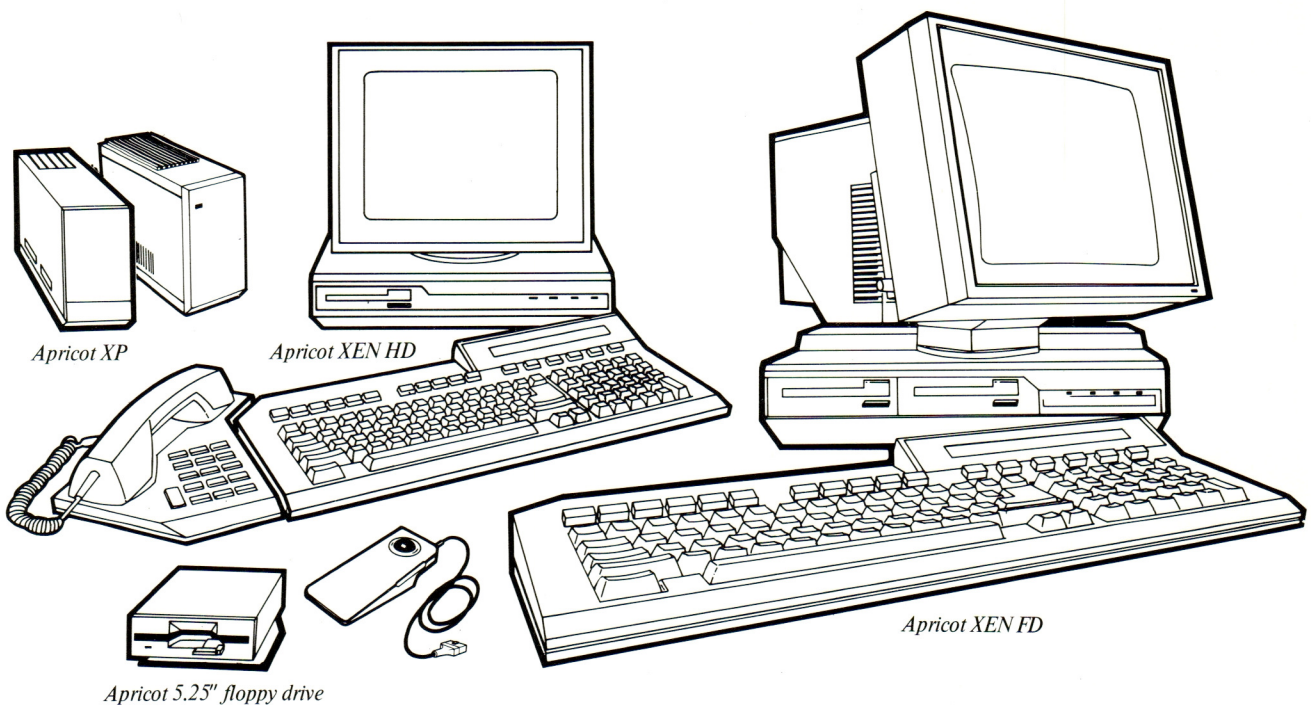
PERSONAL COMPUTERS

APRICOT NETWORKS	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
File Servers					
32/20 – 512k RAM 20Mb hard disk	3999.00	30 **2799.30**	33 **2679.33**	36 **2559.36**	AT51220

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Network Board and Tap Box	195.00	30	**136.50**	AB00020
Network/256k RAM Board and Tap Box	395.00	30	**276.50**	AB256LB
MX80-80Mb External hard disk for 32/20	3495.00	30	**2446.50**	MX00080
Bank with 100Mb Cartridge	1795.00	25	**1346.25**	NA00001
Network Cable 500' Reel	130.00	25	**97.50**	NC000100

INCLUSIVE SOFTWARE

Owners handbook, tutorial, Microsoft Network software and utilities.
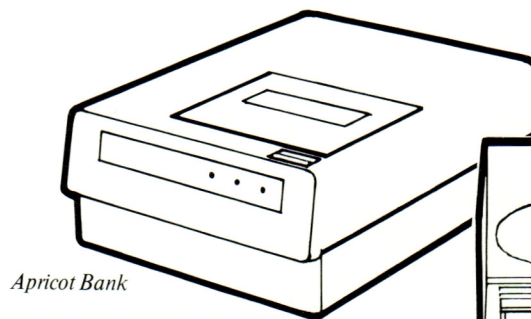
Apricot Bank

Apricot 32/20

Apricot MX80

PRINTERS AND ACCESSORIES

| PRINTERS | RRP | MARGIN (%) AND DEALER PRICE | | | PRODUCT CODE |
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
Daisywheel					
Writer 30 (inc. tractor feed)	1295.00	35 **841.75**	38 **802.90**	41 **764.05**	PL00030
Writer 31XL	445.00	30 **311.50**	33 **298.15**	36 **284.80**	PL00031
80 Column Dot Matrix					
Writer 20	495.00	30 **346.50**	33 **331.65**	36 **316.80**	PM00020
Writer 22	255.00	25 **191.25**	28 **183.60**	31 **175.95**	PM00022
132/6 Column Dot Matrix					
Writer 12S	595.00	30 **416.50**	33 **398.65**	36 **380.80**	PM0012S
Writer 12SX (NLQ)	695.00	30 **486.50**	33 **465.65**	36 **444.80**	PM012SX
Writer 15 (High speed)	1495.00	40 **897.00**	43 **852.15**	46 **807.30**	PM00015
Thermal					
Writer 08 (Black)	100.00	30 **70.00**	33 **67.00**	36 **64.00**	PT0008B
Writer 08 (White)	100.00	30 **70.00**	33 **67.00**	36 **64.00**	PT0008W
Plotters					
Writer 80 Drum Plotter	495.00	30 **346.50**	33 **331.65**	36 **316.80**	PW00080
Writer 81 Flat Bed Plotter	645.00	30 **451.50**	33 **432.15**	36 **412.80**	PW00081

FEEDERS	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
Writer 30 Sheet Feeder	495.00	30 **346.50**	WF00302
Writer 30 Tractor Feed	150.00	30 105.00	WF03030
Writer 31/31XL Sheet Feeder	220.00	25 165.00	WF00313
Writer 31/31XL Tractor Feed	80.00	25 **60.00**	WF03110

CABLES AND SWITCH BOXES	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
3 Metre Centronics Parallel Cable	25.00	30 **17.50**	WC30100
2 Metre Parallel Ribbon Cable	15.00	30 **10.50**	WC30155
Two-Way Switch Box	99.00	25 **74.25**	WC30500
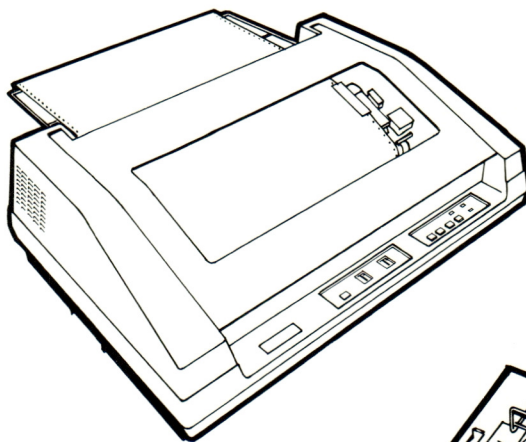
Apricot Writer 15
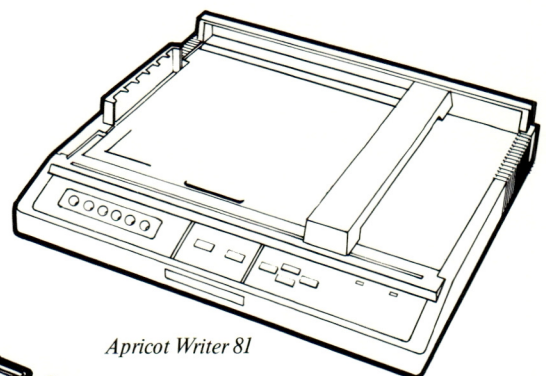
Apricot Writer 81
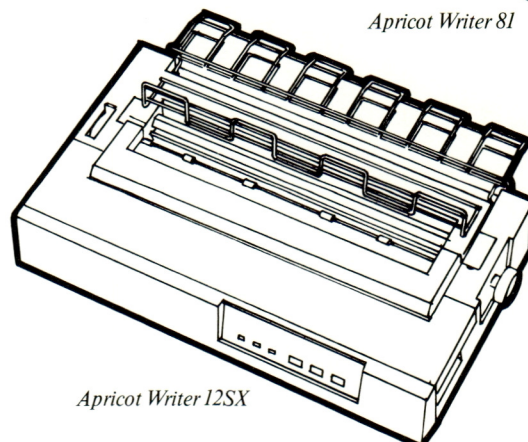
Apricot Writer 12SX

RIBBONS

	Pack Qty	Each (RRP)	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Writer 30 Multistrike	6	5.00	25	3.75	WR20200
Writer 30 Nylon	6	5.00	25	3.75	WR20300
Writer 14	3	18.00	25	13.50	WR20400
Writer 10/12/12S/12SX	1	7.75	25	5.81	WR20500
Writer 20	1	12.50	25	9.38	WR20600
Writer 12S Coloured	1	15.00	25	11.25	WR20700
Writer 31/31XL Nylon	1	3.60	25	2.70	WR20800
Writer 31/31XL Multistrike	1	4.30	25	3.23	WR20900
Writer 11 (RX80)	5	4.75	25	3.56	WR21000
Writer 13 (FX100)	1	7.75	25	5.81	WR21100
Writer 08 Thermal	1	3.00	25	2.25	WR21200
Writer 15	1	15.00	25	11.25	WR21300
Writer 22	1	7.75	25	5.81	WR21400

DAISYWHEELS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Writer 30 UK Courier 10	6.50	25	4.88	WD70000
Writer 30 OCR Font B	6.50	25	4.88	WD70100
Writer 31/31XL UK ASCII 10	15.00	25	11.25	WD70200

PLOTTER PENS

	Pack Qty	Per Pack (RRP)	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Writer 80 Standard Colours	4	12.00	30	8.40	WP50000
Writer 80 Black	4	12.00	30	8.40	WP50100
Writer 81 Standard Colours	4	12.00	30	8.40	WP50200
Writer 81 Mixed Colours	4	12.00	30	8.40	WP50300
Writer 81 Black	4	12.00	30	8.40	WP50400

ACOUSTIC HOODS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
To fit Writer 30/31/31XL without Tractor Feed and Writer 12S/12SX/13/20	295.00	20	236.00	WH8000
To fit Writer 30/31/31XL with Sheet Feeder	360.00	20	288.00	WH8100
To fit writer 30/31/31XL with Tractor Feeder and Writer 15	360.00	20	288.00	WH8200

MISCELLANEOUS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Writer 08 paper for use with thermal ribbon	4.50	25	3.38	MI90900
Writer 08 thermal paper for use without ribbon	5.00	25	3.75	MI90910
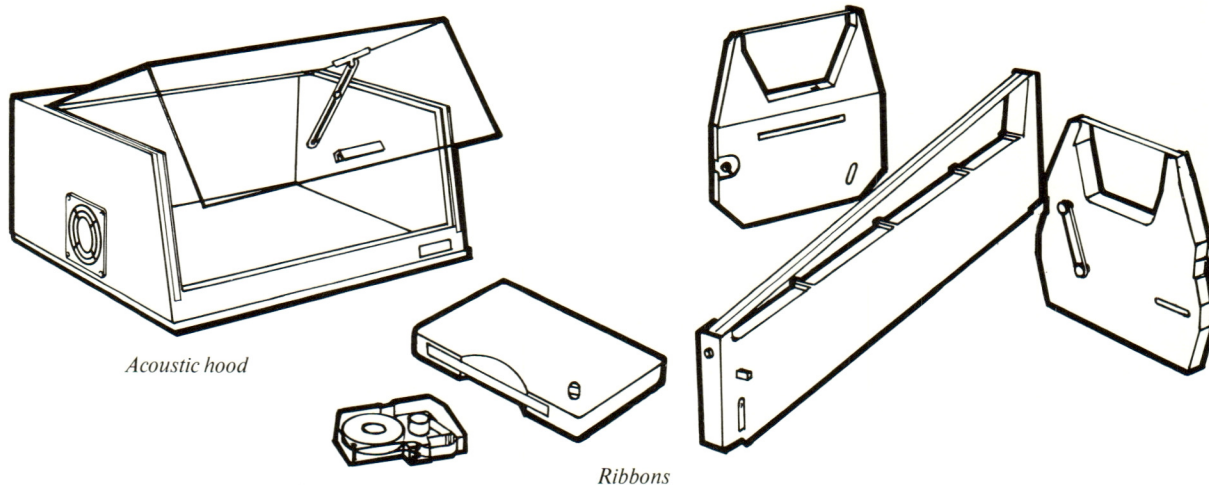
Acoustic hood

Ribbons

SOFTWARE PACKS		MARGIN (%) AND DEALER PRICE			
	RRP	LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	PRODUCT CODE
Super Pack: (SuperCalc, SuperWriter, SuperPlanner)	145	35 94.25	38 89.90	41 85.55	AEBE11/12
MS Pack (GW Basic with Manual)	30	35 19.50	35 19.50	35 19.50	AGJC12
DR Pack: (CP/M-86, Concurrent DOS, MS Mode, Personal Basic with Manual)	30	35 19.50	35 19.50	35 19.50	AGJB12A
Educational Pack (DR Logo, Tutorial)	30	35 19.50	35 19.50	35 19.50	AGJA12

Please state exact machine configuration when ordering the above.

APRICOT ACCOUNTANT		MARGIN (%) AND DEALER PRICE			
	RRP	LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	PRODUCT CODE
Single User Version (Collection, Professional, Xen – V.34)					
Sales ledger	395	60 158.00	63 146.15	66 134.30	IDAC12
Purchase Ledger	395	60 158.00	63 146.15	66 134.30	IDAB12
Nominal Ledger	395	60 158.00	63 146.15	66 134.30	IDAH12
Stock Control	395	60 158.00	63 146.15	66 134.30	IDAF12
Payroll	395	60 158.00	63 146.15	66 134.30	IDAJ12
Report Generator	395	60 158.00	63 146.15	66 134.30	IDAL12
Invoicing	395	60 158.00	63 146.15	66 134.30	IDAG12
Sales Order Processing	395	60 158.00	63 146.15	66 134.30	IDAK12
Data Analysis	195	60 78.00	63 72.15	66 66.30	IDAD12
Network Version (V.34)					
Sales Ledger,	595	60 238.00	63 220.15	66 202.30	MDAC12
Purchase Ledger,	595	60 238.00	63 220.15	66 202.30	MDAB12
Nominal Ledger,	595	60 238.00	63 220.15	66 202.30	MDAH12
Stock Control,	595	60 238.00	63 220.15	66 202.30	MDAF12
Payroll,	595	60 238.00	63 220.15	66 202.30	MDAJ12
Report Generator,	595	60 238.00	63 220.15	66 202.30	MDAL12
Invoicing,	595	60 238.00	63 220.15	66 202.30	MDAG12
Sales Order Processing,	595	60 238.00	63 220.15	66 202.30	MDAK12
Data Analysis,	195	60 78.00	63 72.15	66 66.30	MDAD12
Demonstration Versions					
(7 Modules + Documentation, exc SOP & Report Generator)					
Network/Single User (V.34)	n/a	250.00			MDAA12

WORD PROCESSING

	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
WordStar Professional (3.40)	399	55 179.55	55 179.55	55 179.55	AEBB12
WordStar 2000 (512k,d/s) (1.01)*	465	55 209.25	55 209.25	55 209.25	AEBW12
WordPerfect (4.00)*	425	40 255.00	43 242.25	46 229.50	AEBS12
MS Word II (d/s) (2.00)	399	40 239.40	43 227.43	46 215.46	AEBX12
MS Word II – Network (5 manual pack) (2.0)	1195	40 717.00	43 681.15	46 645.30	AEBX12N

SPREADSHEETS/FINANCIAL PLANNING

	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
Multiplan (1.10)	190	40 114.00	43 108.30	46 102.60	AEBH12
SuperCalc 2 (1.00)	190	40 114.00	43 108.30	46 102.60	AEBF12
SuperCalc 3 (1.00)	295	40 177.00	43 168.15	46 159.30	AEBG12

DATABASES/PLANNING & REPORTING

	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
dbase II (2.43)	395	45 217.25	48 205.40	51 193.55	AFBJ12
dBase III (384k#) (1.20)	550	45 302.50	48 286.00	51 269.50	AFCC13
Friday (2.00)	195	40 117.00	43 111.15	46 105.30	AFBL12
Files & Folders (lge-384k) (1.11)*	295	50 147.50	50 147.50	50 147.50	AEPB13
Files & Folders (small) (1.11)*	295	50 147.50	50 147.50	50 147.50	AEPB12
PFS: Report (1.00)*	115	50 57.50	50 57.50	50 57.50	AGJD12A
PFS: File (1.00)*	125	50 62.50	50 62.50	50 62.50	AGJD12B
Delta 4 (d/s) (4.1c)	495	40 297.00	43 282.15	46 267.30	AEBT12

INTEGRATED SOFTWARE

	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
Open Access (384k,d/s) (1.03)*	550	50 275.00	50 275.00	50 275.00	AEBM12
Lotus 1-2-3# (1A)	395	40 237.00	40 237.00	40 237.00	AFCF12
Lotus Symphony (512k) (1.00)*	550	45 302.50	45 302.50	45 302.50	AFCG12
Psion Xchange (1.24)*	495	55 222.75	55 222.75	55 222.75	AFCH12
Smart Series (384k,d/s) (2.00)*	695	40 417.00	43 396.15	46 375.30	AEBU12
Logistix (512k,d/s) (1.00)	395	40 237.00	43 225.15	46 213.30	AFCE13

PERSONAL SOFTWARE

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
The Accounting Assistant (1.00)	145	55	65.25	AFDD12
Linkword – French (1.00)	30	50	15.00	AFDA12F
Linkword – German (1.00)	30	50	15.00	AFDA12G
Linkword – Italian (1.00)	30	50	15.00	AFDA12I
Linkword – Spanish (1.00)	30	50	15.00	AFDA12S
Iankey Typing Tutor (2.15)	50	50	25.00	AFDC12
Compendium of 9 Games (1.00)*	50	50	25.00	AFDB12

Requires ROM BIOS 3.1 (F Series), RAM BIOS 3.1 (PC/Xi). Please note these products will not run on the Apricot FP.
*Not available for Apricot Collection products.

SOFTWARE

MANUALS	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Apricot Technical Reference Manual	45	35	29.25	AGFD12
F1 Technical Reference Manual	45	35	29.25	PGFD12
FP Technical Reference Manual	45	35	29.25	PGFF121
GSX Users & Programmers Guide	20	35	13.00	AGFL12
Introduction to GSX	10	35	6.50	AGFM12
Dealer Handbook	n/a	n/a	15.00	AGFE12
MS-DOS Programmers Reference Manual	50	35	32.50	ZAVVV1
Concurrent DOS Programmers Ref Manual	45	35	29.25	AGFR12

UPGRADES	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
FROM - TO:				
WordStar - WordStar 2000	195	25	**146.25**	AEBW12A
WordStar Professional - WordStar 2000	195	25	**146.25**	AEBW12B
SuperCalc - SuperCalc 2	95	40	57.00	AEBF12A
SuperCalc - SuperCalc 3	195	40	117.00	AEBG12A
SuperCalc 2 - SuperCalc 3	125	40	75.00	AEBG12B
dBase II or Friday - dBase III	355	35	230.75	AFCC13A
Pulsar Apricot - Apricot Accountant				
Single User	200	60	80.00	See Note 1
Network	400	60	160.00	See Note 1
Apricot Accountant:				
Single Disk - Single User	200	60	80.00	See Note 1
Single User - Network	200	60	80.00	See Note 1
Invoicing - Sales Order Processing				
(single user or network)	200	60	80.00	See Note 1

All orders must be accompanied by an original master disk.
Note 1: All prices are per module. Please state modules required when ordering.

LANGUAGES	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE	
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	PC/Xi	F-Range
CBASIC 86 (1.40)*	180	40 108.00	43 102.60	46 **97.20**	AGDA22+	
CBASIC 86 Compiler (2.10)	350	40 210.00	43 199.50	46 **189.00**	AGDB12	PGDB12
C Language Compiler (1.10)	235	40 141.00	43 133.95	46 **126.90**	AGDC12	PGDC12
Pascal MT+86 (3.3)	350	40 210.00	43 199.50	46 **189.00**	AGDE12	PGDE12
PL/1 (1.0)	495	40 297.00	43 282.15	46 **267.30**	AGDF12	PGDF12
Lev II COBOL + Fms (2.10)	795	60 318.00	60 318.00	60 318.00	ADDG12	PGDG12
Lev II COBOL Animtr (2.10)*	395	60 **158.00**	60 158.00	60 158.00	AGDH12	
Assembler + Tools (1.4)	150	40 90.00	43 85.50	46 **81.00**	AGDN12	PGDN12
MBASIC Compiler (5.36)	275	40 165.00	43 156.75	46 **148.50**	AGEB12	PGEB12
MS Fortran (3.3)	350	40 210.00	43 199.50	46 **189.00**	AGEC12	PGEC12
MS Pascal (3.3)	350	40 210.00	43 199.50	46 **189.00**	AGED12	PGED12
MS COBOL (2.0)	495	40 297.00	43 282.15	46 **267.30**	AGEF12	PGEF12
MS Assembler (3.0)	75	40 45.00	43 42.75	46 **40.50**	AGEG12	PGEG12
MS 'C' Compiler	495	40 **297.00**	43 **282.15**	46 **267.30**	AGEH12	
GW BASIC Compiler (2.01)	275	40 165.00	43 156.75	46 **148.50**	AGEA12	

UTILITIES	RRP	MARGIN (%) AND DEALER PRICE			PRODUCT CODE
		LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	
Display manager (1.01)*	350	40 210.00	43 199.50	46 **189.00**	AGDL12
Access Manager (1.00)*	275	40 165.00	43 156.75	46 **148.50**	AGDM12
GEM Draw (512k) (1.00)	195	40 **117.00**	43 111.15	46 105.30	PGHA13
DR Draw (1.00)*	295	40 177.00	43 168.15	46 **159.30**	AGHA22+
DR Graph (1.00)*	295	40 177.00	43 168.15	46 **159.30**	AGHB12
Programmers Toolkit (1.00)*	295	40 177.00	43 168.15	46 **159.30**	AGFB12
B-Tran, inc cable (1.50)	45	40 **27.00**	43 **25.65**	46 **24.30**	AGGJ12B

All products MS-DOS only except + only available under CP/M-86
* Not available for Apricot Collection products.

COMMUNICATIONS SOFTWARE

	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		PRODUCT CODE
Apricot IRMA Board (inc. Software)	895	25	671.25	28	644.40	31	617.55	ABB0001B
Poly BSC/3270 (1.00)	350	55	157.50	55	157.50	55	157.50	AGGK12
Poly BSC/RJE (2780/3780) (1.20)	350	40	210.00	43	199.50	46	189.00	AGGL12
Poly COM (1.2a)	150	40	90.00	43	85.50	46	81.00	AGGM12
PC-29 C03 COMMS (2.13)*	595	40	357.00	43	339.15	46	321.30	AGGP12
File Transfer (1.0)*	95	40	57.00	43	54.15	46	51.30	See Note 2
Communiqué Software (1.41)	145	40	87.00	43	82.65	46	78.30	See Note 1
Communiqué Support Contract	75	35	48.75	38	46.50	41	44.25	See Note 1
Apricot Mail (1.11)	495	40	297.00	43	282.15	46	267.30	See Note 1
Apricot Viewdata:								
Apricot Viewdata Software (inc. editor, host, database manager) (3.17)*	3495	35	2271.75	38	2166.90	41	2062.05	AHVD01
Upload Software (3.17)*	445	35	289.25	38	275.90	41	262.55	AHVD02

Header: MARGIN (%) AND DEALER PRICE

COMMUNICATIONS HARDWARE

|	RRP	LEVEL 1 1-4		LEVEL 2 5-9		LEVEL 3 10-49		PRODUCT CODE
Apricot Comminiqué:								
Modem Board (inc MicroMail)	295	30	206.50	33	197.65	36	188.80	See Note 1
Modem Board (inc Communiqué) (1.41) (Not available for F10)	395	30	276.50	33	264.65	36	252.80	See Note 1
Apricot Viewdata:								
8 Port Multiplexor w/cable*	2450	30	1715.00	33	1641.50	36	1568.00	AHVD08
16 Port Multiplexor w/cable*	3050	30	2135.00	33	2043.50	36	1952.00	AHVD16

Header: MARGIN (%) AND DEALER PRICE

Note 1: Please state Apricot model (including whether single or double sided drives) when ordering.
Note 2: Please state whether Apple, IBM, Sirius or CP/M Apricot, version is required when ordering.
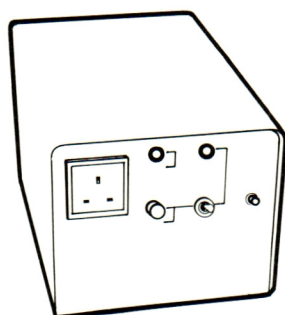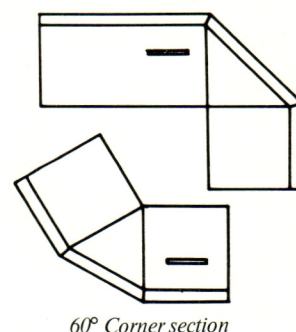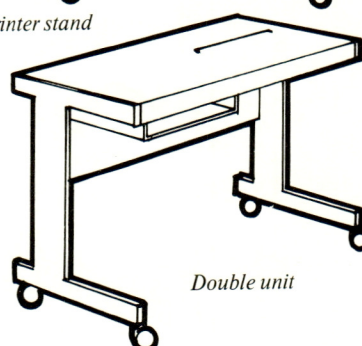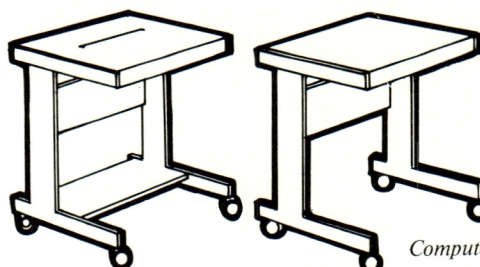*Not available for Apricot Collection products.

14

APRICOT DISKS

| | | MARGIN (%) AND DEALER PRICE | | | PRODUCT |
	RRP	LEVEL 1 1-4	LEVEL 2 5-9	LEVEL 3 10-49	CODE
3.5″ Single Sided Pack of Ten	36.00	35 **23.40**	38 **22.32**	41 **21.24**	DA12000
3.5″ Double Sided Pack of Ten	51.00	35 **33.15**	38 **31.62**	41 **30.09**	DA12100

5.25″ DISKS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
5.25″ Single Sided inc. Library Case. Pack of Ten	27.50	30 **19.25**	DO10000
5.25″ Double Sided inc. Library Case. Pack of Ten	32.50	30 **22.75**	DO10200

DISK FILES

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
3.5″ Library Case (holds 10 disks)	2.75	30 **1.93**	DS90150
3.5″ Flexible Case (holds 20 disks)	14.00	30 **9.80**	DS90400
3.5″ Lockable Case (holds 50 disks)	17.50	30 **12.25**	DS90500
5.25″ Lockable Case (holds 50 disks)	17.50	30 **12.25**	DS90600
3.5″ Lockable Case dividers (5 pack)	3.50	30 **2.45**	DS90700
5.25″ Lockable Case dividers (5 pack)	3.50	30 **2.45**	DS90750
3.5″ Wallet (holds 10 disks)	9.50	30 **6.65**	DS90800
5.25″ Disk head cleaning kit	19.50	30 **13.65**	MI90300
3.5″ Disk head cleaning kit	15.00	30 **10.50**	MI90350

CARRY CASES

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
Xi Systems Unit	30.00	25 **22.50**	CB80000
F range (inc. FP)	30.00	25 **22.50**	CB80100
9″/10″ Monitor	15.00	25 **11.25**	CB80300
12″ Monitor	17.50	25 **13.13**	CB80400

DUST COVERS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
Xi with 9″ monitor	15.50	30 **10.85**	DC85000
Xi with 12″ monitor	15.50	30 **10.85**	DC85100
FP	15.50	30 **10.85**	DC85300
F range with 9″ monitor	15.50	30 **10.85**	DC85350
F range with 10″ monitor	15.50	30 **10.85**	DC85400
F range with 12″ monitor	15.50	30 **10.85**	DC85500

(Dustcover sets comprise one for monitor and systems unit and one for keyboard)

BINDERS

	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY	PRODUCT CODE
	Pack of Ten		
11″ x 14⅞″ Green	29.50	25 **22.13**	MB95000
Red	29.50	25 **22.13**	MB95100
Blue	29.50	25 **22.13**	MB95200
Grey	29.50	25 **22.13**	MB95300
9⅞″ x 12″ Green	27.50	25 **20.63**	MB95600
Red	27.50	25 **20.63**	MB95400
Blue	27.50	25 **20.63**	MB95500
Grey	27.50	25 **20.63**	MB95700

Lockable case

Flexible disk case

Library case

Disk wallet

Dust covers
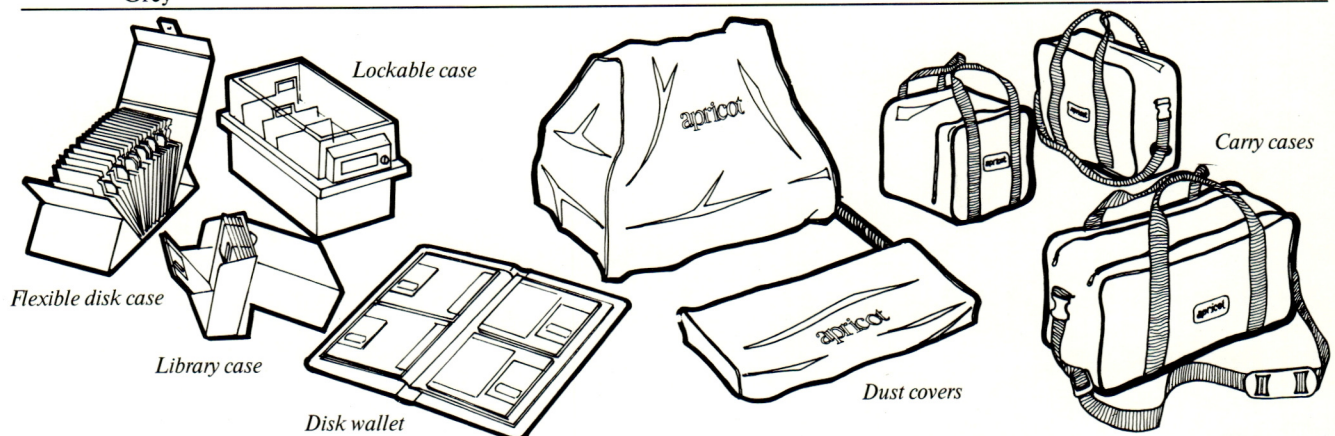
Carry cases

COMPUTER FURNITURE	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Workstations				
Grey double Unit	225.00	30	157.50	FW45000
Grey Computer Stand	155.00	30	108.50	FW45100
Grey Printer Stand	155.00	30	108.50	FW45200
Grey 60° Corner Section	50.00	30	35.00	FW45300
Grey 90° Corner Section	50.00	30	35.00	FW45400
Red Double Unit	225.00	30	157.50	FW46000
Red Computer Stand	155.00	30	108.50	FW46100
Red Printer Stand	155.00	30	108.50	FW46200
Red 60° Corner Section	50.00	30	35.00	FW46300
Red 90° Corner Section	50.00	30	35.00	FW46400
Chairs				
Peat or Charcoal without arms	99.50	25	**74.63**	FZ46000
Peat or Charcoal with arms	134.50	25	**100.88**	FZ46100
Binder Trolley				
Binder Trolley	80.00	25	60.00	FH48000

DATA STORAGE/LINE PROTECTION	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Data Storage				
Tape Streamer	995.00	20	**796.00**	MI30750
Tape Cartridge	38.00	·20	**30.40**	MI30755
Bank Tape Cartridge				
100Mb	70.00	25	52.50	MM15000
200Mb	100.00	25	75.00	MM15100
Line Protection				
Line Filter	35.00	30	**24.50**	MI30700
Battery back-up unit	425.00	25	**318.75**	MI30800

MISCELLANEOUS	RRP	MARGIN (%) AND DEALER PRICE ANY QUANTITY		PRODUCT CODE
Computer Swivel Arm	95.00	25	**71.25**	FA47000
Copier Cartridge	64.00	20	51.20	MC60000

Chairs

Printer stand

Computer stand

90° Corner section

Double unit

60° Corner section

Battery back-up unit

CONTINUATION STOCK

The following products are not currently marketed by Apricot UK and do not appear on the Apricot End User Price List. They are intended for use by Dealers as continuation stock when serving existing installations. All products are subject to availability.

COMPUTERS	NORMAL DEALER PRICE	SPECIAL DEALER PRICE	EFFECTIVE MARGIN (%) OFF RRP	PRODUCT CODE
Apricot Fle, 256k RAM, one 315k disk drive	476.00	395.00	34	ZXFE25601
Apricot F1, 256k RAM, one 720k disk drive	671.00	495.00	45	ZXFC25601
Apricot FP, 512k RAM, one 720k disk drive	1046.00	495.00	66	ZXFP51202
Apricot PC, 256k RAM, two 315k single sided disk drives	1116.00	795.00	50	ZXAC25602
Apricot PC, 256k RAM, two 315k double sided disk drives	1256.00	895.00	50	ZXAC25604
Apricot Xi, 256k RAM, 5Mb hard disk, one 315k single sided disk drive	1676.00	895.00	64	ZXAX25605
Apricot Xi 20, 512k RAM, 20Mb hard disk plus 12″ mono monitor	2831.00	1795.00	56	ZXAX51220
Apricot 32/10 File Server 256k RAM, one 10Mb hard disk	2096.00	1495.00	50	ZXAT25610
Colour Board	221.00	95.00	68	ZXAB00030
128k RAM Board	131.00	75.00	57	ZXAB12800

PRINTERS	NORMAL DEALER PRICE	SPECIAL DEALER PRICE	EFFECTIVE MARGIN (%) OFF RRP	PRODUCT CODE
Writer 31 Daisywheel Printer	311.50	284.80	36	ZXPL00031
Writer 31 Keyboard	116.00	99.00	40	ZXWK00312

apricot

APRICOT UK LIMITED

ORDER FORM

FORM TO BE SENT TO: **ORDERS DEPARTMENT**
SHENSTONE HOUSE, DUDLEY ROAD
HALESOWEN, WEST MIDLANDS B63 3NT

TELEPHONE: **NORTHERN REGIONAL ORDERS 021-550 3033**
SOUTHERN REGIONAL ORDERS 021-550 2232

This order form has been designed to make the ordering of Apricot products as easy as possible. It replaces any order forms previously issued by Apricot UK Limited.

HOW TO COMPLETE YOUR ORDER

1. List all products to be ordered by name.
2. Enter the quantity of each required.
3. Within each product group total quantities to establish quantity discount levels where applicable.
4. Insert the dealer unit price and product code for each product.
5. Multiply the dealer unit price by the quantity required to achieve the extended value figure.
6. Total extended values to establish a single Net order value.
7. Subtract cash discount where applicable and add VAT to achieve your order total.

ORDER FORM

ATTENTION_____(Regional team)

DEALER _____

PURCHASE ORDER No. _____

DATE _____

TELEPHONE No. _____

ACCOUNT No. _____

DEALER ADDRESS _____

METHOD OF DESPATCH COLLECTION / DELIVERY

CONTACT NAME _____

PERSONAL COMPUTERS / FILE SERVERS / MONITORS

PRODUCT CODE	PRODUCT NAME	QTY	DEALER UNIT PRICE	EXTENDED VALUE

ORDER QUANTITY

PRINTERS AND ACCESSORIES

PRODUCT CODE	PRODUCT NAME	QTY	DEALER UNIT PRICE	EXTENDED VALUE

ORDER QUANTITY

SUPPLIES

PRODUCT CODE	PRODUCT NAME	QTY	DEALER UNIT PRICE	EXTENDED VALUE

ORDER QUANTITY

SOFTWARE

PRODUCT CODE	PRODUCT NAME	MACHINE MODEL D/S OR S/S	QTY	DEALER UNIT PRICE	EXTENDED VALUE

ORDER QUANTITY

NET ORDER VALUE	£
LESS CASH DISCOUNT	£
SUB TOTAL	£
V.A.T.	£
ORDER TOTAL	£